

# VGM Club

## Introduction

This case study of VGM Club is based on an October 2017 survey of Act-On customers by TechValidate, a 3rd-party research service.



“Act-On is an extremely versatile platform and provides us with a lot of options.”

## Challenges

The business challenges that led VGM Club to evaluate and ultimately select Act-On:

- A disconnection of marketing efforts & systems
- An inability to effectively segment & nurture contacts
- Ineffective sales enablement
- Difficulty in measuring marketing's impact

## Use Case

The features and functionalities that were most important to VGM Club in their selection of Act-On:

- Ease of use
- Outbound marketing (Email campaigns, nurture programs, etc.)
- Reports & analytics

VGM Club previously used Constant Contact email platform

## Results

VGM Club is experiencing the following benefit with Act-On:

- An easier ability to analyze marketing's performance

The following Act-On features have enabled VGM Club's marketing and sales teams to work more efficiently and effectively:

- The intuitive interface
- Lead Scoring

Act-On and Microsoft Dynamics have improved VGM Club's ability to:

- Implement campaigns 3x faster
- Increase the number of leads generated by 0 – 20%

VGM Club rates Act-On's customer support as good.

### Company Profile

Company:  
**VGM Club**

Company Size:  
**Medium Enterprise**

Industry:  
**Business Services**

### About Act-On

Act-On is an integrated marketing automation platform designed to align inbound and outbound marketing campaigns across the customer lifecycle.

#### Learn More:

[Act-On](#)